

# CollegeWeek Live | Executive Case Studies



**TEXAS TECH**  
U N I V E R S I T Y .

## CollegeWeekLive Results:

- Achieved 55% yield rate for students engaged through CWL
- Received 3,000 new inquiries
- Gained unprecedented reach without additional travel costs

**College: Texas Tech University**

**Location: Lubbock, Texas**

**Size: 32,000 students**

Texas Tech University is a teaching and research institution that retains the sense of a smaller liberal arts institution. Students benefit from one-on-one interaction with top faculty and an environment that stresses student accomplishment above all else.

## The opportunity

The Admissions team at Texas Tech University was looking to grow and diversify its student population to improve higher education participation and supply a well-equipped, educated workforce for the state of Texas. In addition, the school sought to increase enrollment of transfer and out-of-state students.

Traditionally, the school conducted student outreach through regional admissions offices spread across the vast state, with one recruiter driving up to six hours to visit high schools. Their out-of-state recruiter is responsible for attracting students through email and in-person events.

"In-person events are great, but we also need to meet students where they are most comfortable," said Associate Director of Recruitment Toni Riley. "We can meet students at their high school or at a college fair but if they're busy that day, we might miss an opportunity to recruit them."

## The solution

The Admissions team decided to use CollegeWeekLive to host text and video chats anytime and participate in a wide range of virtual college fairs. "We're always looking for new ways to connect with students," said Riley. "The idea of participating in virtual college fairs was very attractive to us. Students want more than just information. They want to connect with someone at the school."

The school now participates in special online events at CollegeWeekLive such as Transfer Day, STEM/Health Sciences Day, and International Day, where they're able to have online conversation with prospective students. These conversations help to both expand reach and keep prospective students engaged.

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Toni Riley  
Associate Director of Recruitment

The university meets new students at the online fairs, and also invites students in their database to participate in live chat sessions that help guide them through their decision making process. “We get added recognition through CollegeWeekLive,” said Riley. “Students sometimes log into a virtual college fair not having thought about Texas Tech before, but they have an opportunity to get to know us and find out if it’s the right fit for them. More importantly, we can continue to have valuable interactions with students at key times throughout the year to help them along the way.”



**“Having the ability to host chats anytime has been very helpful for generating new leads. We’re able to reach students we never had on our radar.”**

Toni Riley

Associate Director of Recruitment



Throughout the admissions process, the Client Services team at CollegeWeekLive works closely with Texas Tech University to provide strategic advice on online recruiting. “The staff at CollegeWeekLive is amazing to work with,” said Riley. “They bring insights that help us to make important decisions.”

To further engage students, the Admission team also filmed webcasts all over campus, in their health sciences center, engineering lab, and football field, and hosts them on CollegeWeekLive. These help to spark conversations during video chats with current students. “Students really enjoy chatting at CollegeWeekLive,” Riley said. “They have quality conversations with our recruiters and current students. This is also avenue of communication that parents and counselors appreciate, since they tend to have a lot of questions throughout the enrollment process.”

## The results

The university has found CollegeWeekLive beneficial for achieving multiple goals, including increasing the volume and diversity of applications, expanding reach, and improving yield. “Having the ability to host chats anytime has been very helpful for generating new leads,” Riley said. “We’re able to reach students we never had on our radar. For example, we’ve met many high achieving students at Test Prep Day. Also, events like Transfer Day help us to provide guidance to potential transfer students earlier in the process so we can make that transition easier for them.”

“CollegeWeekLive also provides a unique way to connect with our current base of students,” Riley said. “It’s more than information sharing. It gives students a real sense of belonging. The more times we’re able to connect with them in an authentic way, the more likely they are to enroll. And they are more likely to have a smooth transition once they’re here. In fact, one student I met several years ago at CollegeWeekLive is now part of our Student Ambassador team, where he assists new transfer students.”

Based on the results they’ve achieved with CollegeWeekLive, the university is planning to expand its use of the site. They plan to host themed events, such as application information sessions. This way, they can proactively address students’ questions at critical decision points throughout the enrollment process – and reduce call traffic to the Admissions and Financial Aid offices in the process.